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# **SMALL BUSINESS PROGRAM**

## **NORFOLK DISTRICT**

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### **MARKETING 101**

### **A SMALL BUSINESS DEPUTY'S**

### **PERSPECTIVE**

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### DISTRICT SMALL BUSINESS DEPUTIES: YOUR FIRST POC

➤ [WWW.USACE.ARMY.MIL](http://WWW.USACE.ARMY.MIL)

➤ [WWW.NAO.USACE.ARMY.MIL](http://WWW.NAO.USACE.ARMY.MIL)

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**LET DISTRICT PMs KNOW WHO YOU  
ARE AND WHAT YOU DO**

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**LET CORP'S CUSTOMERS KNOW WHO  
YOU ARE AND WHAT YOU DO**

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**BE CAPABLE OF DOING THE WORK  
YOU MARKET**

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**BE IN POSITION TO PROVIDE PAST  
PERFORMANCE  
HISTORY/REFERENCES**

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**BE PREPARED IN  
CAPABILITY BRIEFINGS**

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**KEEP YOUR  
CCR/PRONET DATA  
CURRENT**

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**DON'T BE DEMANDING**

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**“THE CORPS OWES ME A CONTRACT  
SYNDROME”**

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**BE PERSISTENT  
BUT  
BE PATIENT**

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